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11-3-52

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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february

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december

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 31, 1952</u>			
Just Published	1953 SALES PROMOTION CALENDAR NRDGA promotion workbook, with budgeting procedures for retail promotion and standard forms for advertising and display planning. Price: \$2.50 for association members; \$25.00 for non-members eligible for membership. Contact: Howard P. Abrahams, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	100 WEST 31ST STREET
Friday October 31 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Oct. 31: Emme. Nov. 7: John Frederics. Nov. 14: Mago Hayes. Nov. 21: G. Howard Hodge. Public by reservation; contact: TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Friday October 31	SIXTH NATIONAL HOME LAUNDRY CONFERENCE Conference by American Home Laundry Manufacturers Association, makers of washers, dryers and ironers. By invitation. Contact: William Shaw, MU. 6-6000, Ext. 1049.	AMERICAN HOME LAUNDRY MFRS. ASS'N.	HOTEL COMMODORE EAST BALLROOM
October 31	HALLOWE'EN (Friday).		
Saturday Nov. 1- Nov. 8 12:00 Noon- 11:00 P.M.	29TH ANNUAL WOMEN'S INTERNATIONAL EXPOSITION Theme: "Women for World Friendship and Understanding", including interesting and educational exhibits and activities, featuring hand arts, hooked rugs, etc. There will be fashion shows on Nov. 1 at 2:30 P.M.; Nov. 3 at 9:00 P.M. and 9:30 P.M.; Nov. 7 at 7:30 P.M. Admission: 75¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.	WOMEN'S INT'L EXPOSITION OF ARTS & INDUSTRIES	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
<u>WEEK BEGINNING MONDAY, NOVEMBER 3, 1952</u>			
Monday Nov. 3 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Mollie Parnis' fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mollie Parnis Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday Nov. 3 6:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE Subject: "Planning a Campaign - The Agency's Part"---approach to and solution of clients' problems. Speaker: Ralph Smith, vice-president of Sullivan, Stauffer, Colwell & Bayles, Inc. Fee per lecture: \$1.00. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 3 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Fashion Coordination"--store, buying office. Speakers: Margaret De Mille, Bloomingdale's; Helen Lee Rimes, Kirby, Block & Co. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Week Of Nov. 3	"LET'S GET READY FOR THANKSGIVING" Displays of food, table settings, china, and linen. Also, turkey carving demonstrations at 10:30 A.M., 12:30 P.M., 2:30 P.M., 4:30 P.M. Open to public. Publicity: Gladys Litt, TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS (BROOKLYN)	THROUGHOUT THE STORE
Beginning Monday Nov. 3- Nov. 14	SHOWING OF RESORT & SPRING FASHIONS Edith Small, California designer, will show her Resort and Spring suits, dresses, cocktail and evening fashions. By appointment. Contact: Aileen Platt Associates, TR. 6-1354.	EDITH SMALL ORIGINALS	HOTEL GOTHAM SUITE 1509
Beginning Monday Nov. 3	OPENING OF SPRING COLLECTION Showing of Spring collection, daily by appointment. Contact: LO. 5-4762.	GEORGIA BULLOCK OF CALIFORNIA	EMPIRE STATE BUILDING SUITE 5708
Nov. 4	ELECTION DAY (Tuesday)		
Beginning Tuesday Nov. 4- Nov. 15	UMBRELLA COLLECTION FROM PARIS Showing of advance collection of Jacqueline Vedrenne's Paris umbrellas. By appointment. Publicity: Viola Shefer, PL. 3-3173.	JACQUELINE VEDRENNE	ST. REGIS HOTEL
Tuesday Nov. 4- Nov. 11	SIXTY-FOURTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Nov. 5 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS Sylvan Rich will present Martini Designed fashions to the press. By in- vitation. <u>Trade showings, beginning Nov. 11 at 10:30 A.M.</u> Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 5 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashions For Girls, Gals, and Grandmas"---Jane Engel luncheon show. Press by invitation. Public by reservation; contact: TE. 8-8000. Jane Engel Publicity and Commentator: Louise G. Fried, RH. 4-0300. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JANE ENGEL, INC. (50 EAST 79TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 5 12:30 P.M. Luncheon	COTILLION BALL GOWNS AT LUNCHEON SHOW Bonwit Teller will show Cotillion ball gowns and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 5 2:00 P.M.	INFORMAL SHOWING OF COAT FASHIONS Informal showing of coats. Publ.: Susan Trowbridge, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR BETTER COAT DEPT.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 5 2:30 P.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Resident buyers' preview of Frank Gallant collection, with Brigance group, on Thurs., Nov. 6, at 2:30 P.M.</u> Daily trade showings at <u>10:30 A.M., beginning Tuesday, Nov. 11.</u> Contact Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday Nov. 5 4:00 P.M.	PRESS PREVIEW: NEW BIARRITZ BRA Press preview of new Biarritz Bra, designed in collaboration with Jacques Heim. By invitation only. Publicity: Responi Associates, TE. 8-8171.	PAULINE GORDON	112 MADISON AVENUE
Wednesday Nov. 5 6:00 P.M.	CAREER GIRL FASHION SHOW Milgrim will present the third in a series of Career Girl fashion shows at Pamper House. Open to public. Publicity: Nadine Bertin, CI.7-7200.	MILGRIM	PAMPER HOUSE 600 FIFTH AVENUE
Beginning Wednesday Nov. 5	"KING OF SPRING" COLLECTION del Mar presents a Spring collection of dresses, coordinates and suits, designed by Jan Little and Will Saunders. Continuous daily showings. Publicity: Ken Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Nov. 6 10:00 A.M.- 11:30 A.M.	PREVIEW OF SWISS EMBROIDERED CURTAINS First showing of the Ottavia Collection of Swiss embroidered curtains. By invitation only. Publicity: Elizabeth Ready, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR CURTAIN GALLERIES
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Resort and Spring collection at a preview for the press. By invitation only.	CHRISTIAN DIOR, NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday Nov. 6 1:00 P.M. Luncheon	DESIGNER COLLECTIONS IN M. & W. THOMAS COTTONS De Pinna presents M. & W. Thomas cotton fashions for men, women and children. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Publ.: M. & W. Thomas--The Miles, CH. 2-2344; De Pinna--Solita Arbib, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 6 4:30 P.M. Cocktails	PREVIEW OF SPRING COATS AND SUITS The House of Swansdown will present a press preview of Spring coats and suits. Showing at 5:00 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 6 4:30 P.M.	PRESS PREVIEW OF GLASS EXHIBITION Press preview of "The Story of American Glass", tracing the development of American glass from 1608 to the present time, and consisting of about 100 historic pieces. By invitation only. This is the first in a series of exhibits to be organized by The Corning Museum of Glass for display in the Steuben Exhibition Gallery and for circulation to leading museums. Open to public, Friday, Nov. 7 - Dec. 27, daily except Sundays, 9:30 A.M. to 5:30 P.M. Publicity: Isobel C. Lee, CI. 6-8280.	STEBUEN GLASS INC.	718 FIFTH AVENUE MEZZANINE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 6 5:30 P.M.	"FASHIONS AT A PRICE"-- INFORMAL PRESENTATION A & S will present an informal showing of "Fashions At A Price". Open to public. Publicity: Susan Trowbridge, TR. 5-7200.	ABRAHAM & STRAUS	2ND FLOOR THRIFT DRESS DEPT.
Beginning Thursday Nov. 6- Nov. 21	SHOWINGS OF NYLON TRICOT LINGERIE Vanity Fair will present nylon tricot lingerie for Spring 1953, at 10:30 A.M. and 2:30 P.M. daily. Press by appointment. Publicity: Ruth Lupton Mills, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Nov. 7 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS "Spring Is Here"--Seymour Fox will present Spring coats and suits to the press. By invitation. Trade showings at 10:00 A.M. on Nov. 11, 12, 13, 18, 19, 20. Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX (FOX & COMPANY)	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL Press preview of Spring fashions by Branell. Trade showings, beginning Nov. 13, at 12:00 Noon and 4:00 P.M. Publi.: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
Nov. 8	"GIFT HANDKERCHIEF WEEK". Publicity: Mary Marsh Assoc., FL. 7-5809.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

MONDAY, NOV. 10

Horwitz & Duberman, Inc.	.10:00 A.M. & 2:00 P.M.	498 7th, LO.	4-1860
International Dress Co.	.10:30 A.M. & 2:00 P.M.	1400 Bway, LA.	4-7100
Hannah Troy, Inc.	.1:00 P.M.	530 7th, LO.	3-0988

TUESDAY, NOV. 11

A. Goodman & Co., Inc.	.10:30 A.M.	530 7th, WI.	7-4077
Junior League Frocks	.10:30 A.M. & 2:30 P.M.	1372 Bway, WI.	7-3200
Elfreda-Fox, Inc.	.1:00 P.M.	498 7th, CH.	4-2659
Frank Starr, Inc.	.1:00 P.M.	530 7th, LA.	4-7690
Talmack, Inc.	.1:00 P.M.	530 7th, BR.	9-1195
Herbert Sondheim, Inc.	.2:30 P.M.	530 7th, LA.	4-7540
Joseph Halpert, Inc.	.4:00 P.M.	530 7th, WI.	7-7400
Ben Barrack, Inc.	.Continuous daily	533 7th, LO.	4-3923

WEDNESDAY, NOV. 12

Ben Reig, Inc.	.10:00 A.M.	498 7th, CH.	4-1542
Larry Aldrich, Inc.	.2:30 P.M.	530 7th, CH.	4-1872
Hansen Bang, Inc.	.2:30 P.M.	498 7th, BR.	9-4020
Paul Parnes Corp.	.2:30 P.M.	498 7th, CH.	4-4600
Suzanne-Augustine, Inc.	.4:30 P.M.	1 W. 47th, FL.	7-3465

THURSDAY, NOV. 13

David Levine Co.	.10:30 A.M. & 2:30 P.M.	530 7th, LA.	4-0237
Grabois	.1:15 P.M. & 4:00 P.M.	498 7th, CH.	4-2767
Rudolf Gowns	.1:15 P.M.	530 7th, WI.	7-6865
Capri Frocks, Inc.	.2:30 P.M.	1372 Bway, WI.	7-7430

FRIDAY, NOV. 14

Fred Greenberg Dress	.10:30 A.M. & 2:30 P.M.	550 7th, LO.	4-5820
Nat Kaplan, Inc.	.10:30 A.M.; 1:15 & 4:00 P.M.	498 7th, LO.	5-4115
Ed Gerrick, Inc.	.2:30 P.M.	550 7th, LO.	4-1820
Martin Simon, Inc.	.Continuous daily	498 7th, LA.	4-2877

Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 10 Nov. 13	BOYS' APPAREL AND ACCESSORIES MFRS' ASS'N-- SEMI-ANNUAL MARKET WEEK AT HOTEL NEW YORKER. Contact: OR. 9-1050.		
Beginning Monday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION AT LUNCHEON Janice Milan will present her Spring collection, with daily showings at 1:30 P.M., following luncheon. Contact: Ellie Regan, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION Opening of Harry Frechtel's Spring coat and suit collection. By appointment. Contact: PE. 6-1310.	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM
Beginning Monday Nov. 10 3:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of Fontana collection in new showroom, presenting day and evening fashions for Cruise and Spring. Daily showings at 3:00 P.M., Nov. 10-14. By reservation only. Publicity: Margot Stratton, LO. 5-2939.	FONTANA	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Monday Nov. 10 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: SPRING COATS AND SUITS Will Nemerov will present his Spring 1953 collection of coats and suits at an open house cocktail party for the press. By invitation. <u>Showings daily for the trade at 11:45 A.M.</u> Publ.: Angeline Dougherty, MU. 4-6873.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Monday Nov. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Presentation of the first collection by designer John Chambers for International Juniors. By invitation. Publ.: Ken Williams, LA. 4-7100.	INTERNATIONAL JUNIORS	1400 BROADWAY SHOWROOM-15TH FLOOR
Monday Nov. 10 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 68TH SEASON Grand opening of the 1952-53 Metropolitan Opera Season, with presentation of Verdi's LA FORZA DEL DESTINO. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Beginning Monday Nov. 10	OPENING OF SPRING COAT AND SUIT COLLECTION Ben Gershel will present his Spring coat and suit collection. By appointment only. Contact: LA. 4-2544.	BEN GERSHEL & CO.	512 SEVENTH AVENUE SHOWROOM
Monday Nov. 10- Nov. 14	37TH ANNUAL NAT'L HOTEL EXPOSITION There will be about 500 exhibits on four floors, showing comprehensive displays of newest equipment and supplies for hotels, restaurants, clubs and institutions. <u>Nov. 10: 3:00 P.M.-10:00 P.M.; Nov. 11: 10:00 A.M.-10 P.M.; Nov. 12, 13, 14: 10:00 A.M.-6:00 P.M.</u> Not open to public. Publicity: Leon Gruberg at Korbel & Colwell, PL. 9-7340.	N.Y. STATE HOTEL ASSN; HOTEL ASSN--N.Y. CITY	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday Nov. 10- Nov. 22	EXHIBIT OF PORTRAITS BY IRWIN HOFFMAN Exhibit of Irwin D. Hoffman's portraits. Publ.: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Beginning Tuesday Nov. 11 10:30 A.M.	SPRING SUIT AND COAT COLLECTION Opening of Arthur Jablow's Spring coat and suit collection, with daily showings at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM



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Tuesday Nov. 11 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Spring coat and suit collection at 10:30 A.M. daily.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM Contact: LA.4-3310.
Tuesday Nov. 11 12:00 Noon	PRESS PREVIEW OF SPRING FASHIONS Maria Krum will present her Spring collection to the press. ( <u>Note Change of Time</u> ). By invitation only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Tuesday Nov. 11 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy will present her Spring collection at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Nov. 11 2:30 P.M.	SHOWING OF SPRING COLLECTION Varden Petite will present their Spring collection at 2:30 P.M. daily. Contact: Elsie Brandt: PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Nov. 11 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of the Joseph Halpert collection designed in America by Jacques Fath, showing day and evening fashions for Cruise and Spring. ( <u>Press preview, Thursday, Nov. 13 at 4:00 P.M.</u> --See Pg. 7). By invitation only. Publicity: Edith Jordan, WI. 7-7400.	JOSEPH HALPERT - BY JACQUES FATH	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 4:00 P.M.	PRESS SHOWING OF SPRING COLLECTION Showing of Harmay's Spring dress collection to the press. Daily showings thereafter at 4:00 P.M. Publicity: Pauline Greene, MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Wednesday Nov. 12 12:30 P.M. Luncheon	NELLY DE GRAB FASHIONS AT LUNCHEON Holiday fashions by Nelly de Grab will be presented during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publ.: Nelly de Grab--Sidney Dee Bloeme, JU. 6-4490; Saks--Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF FRENCH MILLINERY IMPORTS "Buckram For Form and Fashion"--French millinery imports, specially selected for the Buckram Shape Manufacturers, will be presented to the press and trade. By invitation only. Publ.: Maud G. Moody, IE. 2-4049.	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR ROOF
Wednesday Nov. 12 12:30 P.M. Luncheon	MOTHER & DAUGHTER FASHIONS AT LUNCHEON Jane Engel will present mother and daughter fashions for Holiday wear. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JANE ENGEL, INC. (50 EAST 79TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 12 2:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Presentation of Nathan & Strong Spring collection in their new showroom. By invitation. Publicity: Ken Williams, PE. 6-7590.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 12 3:30 P.M.	OPENING OF SPRING COLLECTION Arnold & Fox will present a press showing of their Spring collection of afternoon and cocktail fashions, designed by Billy Gordon. Showings at 3:30 P.M. on Nov. 13, 18, 19, 20. Publ.: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Wednesday Nov. 12 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW SPRING FOUNDATIONS Presentation of Peter Pan's Spring foundations at a cocktail party. By invitation only. Publicity: Lois Weber, Rogers & Cowan, PL. 3-0164.	PETER PAN FOUNDATIONS	389 FIFTH AVENUE SHOWROOM-3RD FLOOR
Thursday Nov. 13 10:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR TALL GIRLS Peg Newton will present her first wholesale collection for tall girls. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	PEG NEWTON (3 EAST 48TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Nov. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON "Significant News In The American Cruise Collections"---fashion show and market report. Speaker: Dorothy Shaver, president, Lord & Taylor. Commentator: Sally Kirkland, fashion editor, "Life" Magazine. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. <u>Note change of hotel.</u> Price: \$5.50, <u>for members only.</u> Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Nov. 13 1:00 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Russeks will present cocktail and evening fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 13	PRESS PREVIEW AT 4:00 P.M. OF THE JOSEPH HALPERT COLLECTION, DESIGNED IN AMERICAN BY JACQUES FATH. (See Page 6).		
Friday Nov. 14 2:30 P.M.	COATS AND SUITS BY CHARLES JAMES Preview of Spring coats and suits, designed by Charles James for William Popper. By invitation. Publ.: Adele Lakes, Dundon Assoc., WI. 7-7062.	WILLIAM POPPER	251 WEST 39TH STREET SHOWROOM-14TH FLOOR
Sunday Nov. 16- Nov. 20	SEMI-ANNUAL CORSET MARKET WEEK Contact: Jed Sylbert, Executive Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Monday Nov. 17 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRA FASHIONS "Champagne Party"---a breakfast presentation of Lovable's Spring and Summer bras, including a line of sun bras and halters. Preview for the press on Mon. at 9:30 A.M.; for the trade Tues. and Wed. at 9:30 A.M., Fri. at 3:00 P.M. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW PRESENTING NEW BRAS Maiden Form's annual cocktail party and fashion show, introducing Spring bras and new promotional "Dream" themes. Producer: Lester Gaba. Commen- tator: Kay Daly. By invitation only. Publicity: Inez W. Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO.	HOTEL PLAZA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 18 9:00 A.M. Breakfast	LINGERIE FOR SPRING & SUMMER Informal buffet breakfast, showing women's and junior lingerie for Spring and Summer 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS "New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. Admission by ticket only. Publicity: Marion Sherwood, MU, 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 18 12:30 P.M. Luncheon	PREVIEW OF HOLIDAY AND RESORT FASHIONS Alexander's presents their collection of Holiday and Resort fashions to the press. By invitation. Fashion Dir.: Lita Hassard, CY.8-2000, Ext. 42.	ALEXANDER'S (FORDHAM ROAD)	860 FIFTH AVENUE APT. 11-L
Beginning Tuesday Nov. 18 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION "On The Wing"--Junior Sophisticates will present their Spring collection at 1:00 P.M. and 4:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 15TH FL.
Beginning Tuesday Nov. 18 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner will present his Spring collection on Tues., Nov. 18 at 2:30 P.M.; Nov. 19 at 10:30 A.M. & 2:30 P.M.; Nov. 20 at 2:30 P.M.; Nov. 25 at 10:30 A.M.; Nov. 26 at 2:30 P.M. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 18 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Pauline Trigere's Spring collection will be presented to the press at 4:30 P.M. By invitation only. Showings on Nov. 19 and 20 at 2:30 P.M.; and Nov. 21 at 10:30 A.M. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FL.
Wednesday Nov. 19 11:00 A.M.	INFANTS' & CHILDREN'S INTIMATE FASHIONS Informal round-table discussion and showing of infants' and children's intimate apparel for 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday Nov. 19 12:15 P.M. Luncheon	PANEL DISCUSSION AT FURNISHINGS LUNCHEON Subject: "Good Taste; What Is It?" Speakers to be announced later. Price: \$4.25 for members; \$4.75 for non-members. Reservations close at 11:00 A.M. on Monday, Nov. 17. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	BEST & CO. FASHIONS DURING LUNCHEON Best & Co. will present fashions by leading designers in Stehli fabrics during luncheon honoring the N.Y. Tuberculosis & Health Ass'n. in its 50th year. Press by invitation. Public by reservation; contact: TE. 8-8000. Stehli Publ.: Anita Pine, WI. 7-3000. Best Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	FABRICS BY STEHLI & CO. (1372 BROADWAY)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 19 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Bonwit Teller will present resort fashions by Ben Reig during luncheon. (Note Change of Show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 19 3:00 P.M. Cocktails	PRESS PREVIEW: SPRING BRA COLLECTION "An every second look of glamour"-- press preview of the new Goddess Bra collection for Spring, 1953. By invitation only. Publicity: Jeanette Cain, Gilbert Advertising Agency, PL. 7-2331.	GODDESS BRA	358 FIFTH AVENUE SUITE 707
Wednesday Nov. 19 4:00 P.M.- 6:00 P.M. Cocktails	RESORT FASHIONS IN COTTON FABRICS Galey & Lord will present ready-to-wear from American Resort collections. Also mid-season fashions by French, Italian, Spanish and English designers. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD (BURLINGTON MILLS CORP.)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 20 9:30 A.M. Breakfast	B.G.E. ORIGINALS SPRING BUTTONS "Tricks Of The Trade"--press preview of B.G.E. Originals, showing interesting uses of buttons. By invitation only. Publicity: Anne Larsen at Monroe F. Dreher, CI. 6-6675.	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 20 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW De Pinna will present Holiday fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publ.: Nona James, CH. 4-7658. De Pinna Coordinator: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 20 3:00 P.M. Cocktails	PREVIEW OF SPRING SHOE COLLECTIONS Preview of Spring shoe collections by Old Town Shoe Co., manufacturing "Old Maine Trotters"; and Penobscott Shoe Co., manufacturing "Trampeze". By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.	OLD TOWN SHOE CO.; PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOMS 418 & 420
Thursday Nov. 20 4:00 P.M.- 6:00 P.M. Cocktails	OPENING OF NEW SALON AT HAIRSTYLE SHOW Michel of Paris opens his new salon and presents his new "Lechee" hair- styles at a cocktail party for the press. By invitation only. Publicity: Aileen Platt Associates, TR. 6-1354.	MICHEL OF PARIS	11 WEST 56TH STREET SALON - 2ND FLOOR
Monday Nov. 24 2:30 P.M.	HENRY ROSENFELD'S DAY & PLAYTIME FASHIONS Russeks will present Henry Rosenfeld's daytime and playtime dresses, including some Resort fashions. Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Nov. 25 8:00 P.M. Dinner & Dance	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Touch"--Annual "Party of the Year" presented by the Costume Institute. Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		



MOVIES...MUSIC...TELEVISION...THEATRE

- Friday  
October 31 PREMIERE: "CAIRO ROAD" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET  
Jack Schlaifer Organization production about narcotic smugglers. Starring:  
Eric Portman, Laurence Harvey and Maria Mauban. Producer: Aubrey Baring.  
Director: David McDonald. Miss Mauban's gowns by Jacques Heim. Publicity:  
Charles Schlaifer Assoc., MU. 8-1510.
- Week  
Of  
Nov. 3 GILBERT & SULLIVAN OPERETTAS MARK HELLINGER THEATRE, B'WAY AT 51ST ST.  
Week of Nov. 3: H.M.S. PINAFORE and TRIAL BY JURY; Week of Nov. 10:  
IOLANTHE. Tickets: \$1.20-\$4.80. Publicity: Nat Dorfman, LO. 3-0858.
- Beginning  
Tuesday FIRST WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET  
Nov. 4: SERENADE, PICNIC AT TINTAGEL, SYLVIA, PAS DE DEUX, SYMPHONY IN C.  
Nov. 5: CONCERTO BAROCCO, SWAN LAKE, THE DUEL, PIED PIPER. Nov. 6: FOUR  
TEMPERAMENTS, LA VALSE, THE CAGE, CAKEWALK. Nov. 7: CARD GAME, FIREBIRD  
PAS DE TROIS, BOURREE FANTASQUE. Nov. 8, Mat.: SWAN LAKE, THE DUEL, A LA  
FRANCAIS, CAKEWALK. Nov. 8, Eve.: CARD GAME, THE CAGE, FIREBIRD, SYMPHONY  
IN C. Nov. 9, Mat.: SERENADE, PAS DE TROIS, PICNIC AT TINTAGEL, PIED  
PIPER. Nov. 9, Eve.: FOUR TEMPERAMENTS, LILAC GARDEN, SWAN LAKE, LA VALSE.  
Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday  
Nov. 4 PREMIERE: "WAY OF A GAUCHO" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET  
Twentieth Century-Fox Technicolor production of a romantic horseman who  
rode the Great Plains of Argentina. Starring: Rory Calhoun and Gene  
Tierney. Producer: Philip Dunne. Director: Jacques Tourneur. Costumes:  
Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday  
Nov. 4 PREMIERE: "THE PRISONER OF ZENDA" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.  
Metro-Goldwyn-Mayer Technicolor romantic adventure drama starring Stewart  
Granger, Deborah Kerr, James Mason. Producer: Pandro S. Berman. Costumes:  
Walter Plunkett. MGM Publicity: Frances Lane, JU. 2-2000, Ext. 195.
- Wednesday  
Nov. 5 TELEVISION: "FASHION PREMIERE" WABD, CHANNEL 5  
11:20 P.M. Ethel Thorsen and Nils Asther, sponsored by Tish-U-Knit sweaters, features  
three evening dresses from Kresge-Newark's French Room, A.N. Saab lingerie  
and other participating manufacturers. Fashion Show Coordinator and  
Contact: Gloria Lindner, MU. 9-6278.
- Wednesday  
Nov. 5 PREMIERE: "OPERATION SECRET" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.  
Warner Brothers production about a man charged with killing a fellow  
underground fighter during the Nazi conquest of France. Starring: Cornel  
Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden. Producer: Henry  
Blanke. Director: Lewis Seiler. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday  
Nov. 5 OPENING: "THE DEEP BLUE SEA" MOROSCO THEATRE, 217 WEST 45TH ST.  
Alfred de Liagre, Jr. and John C. Wilson will present Margaret Sullavan in  
the Terrence Rattigan London success, with Alan Webb. Featuring: Betty  
Sinclair, James Hanley, Stella Andrew, John Merivale and Herbert Berghof.  
Director: Frith Banbury. Costumes, sets and lighting: Charles Elson.  
Publicity: Ben Washer, PL. 7-1874.
- Thursday  
Nov. 6 OPENING: "THE CLIMATE OF EDEN" MARTIN BECK THEATRE, 302 W. 45TH ST.  
Joseph Hyman-Bernard Hart present Moss Hart's play from Edgar Mittel-  
holzer's "Shadows Move Among Them". Starring: John Cromwell, Isobel Elsom,  
Penelope Munday, Lee Montague, Rosemary Harris. Fashions designed by  
Kenn Barr in Ameritex Fabrics. Publicity: Bill Doll, MU. 2-6129.